



DEPARTMENT OF THE NAVY
OFFICE OF THE SECRETARY
1000 NAVY PENTAGON .
WASHINGTON, D.C. 20350-1000

SECNAVINST 3104.1
N09C
22 April 1999 .

SECNAV INSTRUCTION 3104.1

From: Secretary of the Navy

Subj: DEPARTMENT OF THE NAVY VISUAL INFORMATION AND COMBAT
CAMERA PROGRAM

Ref: (a) DoD Directive 5040.2 of 7 Dec 87 (NOTAL)
(b) DoD Directive 5040.3 of 5 Dec 85 (NOTAL)
(c) DoD Directive 5040.4 of 30 Sep 96 (NOTAL)
(d) Assistant Secretary of Defense (C3I) Memo Subj:
Management of Federal Information Resources of
5 Mar 96 (NOTAL)
(e) SECNAVINST 5212.5D

Encl: (1) Visual Information (VI) and Combat Camera (COMCAM)
Definitions

1. Purpose

a. To implement Department of Defense (DoD) policy, program and procedural guidance contained in references (a) through (c) and incorporate the Visual Information (VI) and Combat Camera (COMCAM), and audiovisual aspects of reference (d), which forwards OMB Circular A-130 (NOTAL) for use by the Services and Defense Agencies.

b. To assign responsibilities to accomplish the Department of the Navy (DON) VI and COMCAM Program.

2. Background. The 1995 DoD VI Functional Process Improvement Study confirmed that continuing process improvements to DoD and DON VI and COMCAM support, management, resources and guidance are required. A concept was developed at the 1996 DON VI and COMCAM Managers Workshop to embody principal policy and guidance for VI and COMCAM in a parent directive. Additional policy and procedural guidance for the functional parts of VI and COMCAM was developed and the parent VI and COMCAM directive and additional separate instructions were written and coordinated. This DON VI and COMCAM Program guidance is based on the parent directive developed in the Workshop.

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3. Applicability and Scope. This instruction applies to all DON Components and activities. It encompasses VI and COMCAM, which use audiovisual media to exploit the capability of imagery and sound to effectively communicate vast amounts of accurate information throughout the DON and DoD. The process is not an end in itself. It is part of a larger set of information processes and capabilities essential throughout the DON and DoD for productive and total mission accomplishment.

4. Definitions. Terms used in this instruction are defined in enclosure (1).

5. Policy

a. The Navy and Marine Corps shall maintain VI and COMCAM resources to provide:

(1) Rapid deployable COMCAM assets for the planning and execution of operational imagery documentation of force deployments and activities before, during and after military engagements, operations and emergency actions, that will be available for tasking by:

(a) Fleet and cognizant commanders of the Operating Forces of the Navy and Marine Corps and their staffs;

(b) The Unified Combatant Commands, the Sub-unified Commands and Joint Task Force Commanders and their staffs, and;

(c) The National Command Authority (NCA), Joint Staff and other Federal Agencies, as directed.

(2) General purpose VI support that satisfies DON and DoD requirements for audiovisual documentation, production, distribution, records centers, and installation-level support other than COMCAM.

(3) Dedicated VI support of such activities as medical and intelligence functions; and for research, development, test and evaluation (RDT&E).

(4) A training capability and career progression for VI and COMCAM personnel.

(5) Military personnel required to support afloat, shore and overseas commitments on a rotational basis.

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(6) Life cycle management of VI, COMCAM and other audiovisual records.

b. VI and COMCAM records are an important and often only source of operational and technical information for decision making at all levels. They provide historical documentation, public affairs information and serve other purposes in the Navy and Marine Corps missions.

c. The mission of COMCAM is to provide the NCA, the Chairman of the Joint Chiefs of Staff, the Military Departments and the Unified Combatant Commanders with a directed imagery capability in support of operational and planning requirements during world crises, contingencies, exercises and wartime operations.

d. The Chief of Naval Operations (CNO) and the Commandant of the Marine Corps (CMC) shall each maintain a central management office at the headquarters level to be responsible for all VI and COMCAM matters per references (a) through (c).

e. VI activities shall be authorized and managed per references (a) through (d), consolidated into as few activities as possible and operated in the most cost-effective manner; and shall support all DoD organizations and commands within a geographic area.

f. VI productions shall be used to support mission requirements, per reference (a), when they have been justified by front-end analysis and are cost-effective.

g. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycles per references (a) through (d) and disposed of per reference (e).

h. Any acquisitions of information technology (IT) which exceed \$120 million, need to comply with Assistant Secretary of Defense guidance for "insight". Activities should contact Deputy Assistant Secretary of the Navy (C4I/EW/Space) for additional information.

6. Responsibilities

a. The Assistant Secretary of the Navy (Manpower and Reserve Affairs) (ASN(M&RA)) shall ensure that the policies, program guidance and standards of the VI and COMCAM Program are consistent with the provisions of references (a) through (c).

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b. The Chief of Information (CHINFO) shall, in addition to other duties:

(1) Act as the DON Flag Officer for VI COMCAM and Joint Visual Information Services (JVIS) assigned to the DON per references (a) and (b);

(2) Operate and maintain one DON activity in support of Navy and DoD requirements for VI and JVIS products and production procurement, per reference (b), that provides:

(a) VI and JVIS product and production acquisition for all DON and DoD Components and Federal Agencies, and;

(b) The central Navy collection and processing point for disposition of motion and still media record imagery into the Defense Visual Information Center and the National Archives per references (a), (c) and (e).

c. The CNO and the CMC shall each:

(1) Designate a senior officer, or comparable level civilian official, as their senior representative for VI and COMCAM matters.

(2) Establish and maintain an adequately staffed central management office at the headquarters level to be responsible for all VI and COMCAM matters within their respective Services to:

(a) Provide leadership for development of their Service's VI and COMCAM program guidance, policies, management objectives, plans, programs, architecture and systems integration.

(b) Ensure that timely implementing COMCAM and VI guidance and procedural instructions are developed and disseminated to their respective Service components and activities, and that such guidance and responsibilities are promptly and thoroughly executed.

(c) Advise and assist their Service's VI and COMCAM Program Resource Sponsors to include formulation of Program Objective Memorandum (POM) and justification of special exhibits.

(d) Review, approve and assign production or contracting responsibilities for VI Productions under the Government-wide AV production contracting system.

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(e) Support and encourage the DoD-wide use of VI productions.

(f) Provide oversight for the life-cycle management of VI productions.

(g) Approve the establishment of VI activities; assign permanent Defense Visual Information Activity Number (DVIAN); maintain permanent documentation that supports the establishment, continuance, or closure of those activities; and conduct periodic reviews to ensure cost-effective and efficient operation.

(h) Serve as their Service's focal point for VI and COMCAM equipment and systems standardization, interoperability, operational test and evaluation and validation of VI and COMCAM requirements for Equipment and Material Allowance Authorizations for shipboard (Navy only) and shorebased VI activities and photographic labs.

(i) Coordinate manpower and personnel requirements, plans, actions, and training to ensure effective management of VI and COMCAM career fields.

(j) Serve as primary advisor and technical advisor for enlisted ratings primarily employed in VI and COMCAM functions.

(k) Provide technical advice and assistance to their Service's headquarters personnel management office in developing manpower and personnel requirements needed to effectively support VI and COMCAM missions DON-wide.

(l) Serve as their Service's focal point for VI and COMCAM support for war planning, contingency planning and exercises planning. Monitor mobilization plans for VI capabilities and assets.

(m) Gather, consolidate and maintain management information on VI and COMCAM assets. Conduct periodic reviews of VI and COMCAM management controls and assets to ensure cost-effective and efficient operation.

(3) Designate a senior VI and COMCAM qualified officer from their respective Service VI and COMCAM management staffs as a member of the DOD Joint COMCAM Planning Group.

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(4) Ensure VI and COMCAM combat support requirements are included in all Operations Plans (OPLANS) and Operational Orders (OPORDS) of Fleet and cognizant commanders of the Operating Forces of the Navy and Marine Corps.

(5) Designate VI and COMCAM qualified personnel from within their respective Service management staffs to represent their Service on various DoD VI and COMCAM committees, panels and working groups per references (a) and (c).

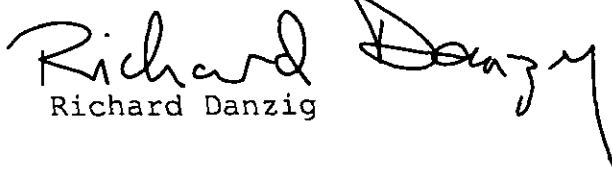
d. The CNO shall ensure that all policies, procedural guidance and responsibilities of references (a) and (c) that pertain specifically to the Navy are carried out and also shall:

(1) Designate a representative to coordinate for DON with the CMC on all VI and COMCAM matters that affect the Marine Corps;

(2) Issue doctrine, policy and plans and provide support for assigned CNO responsibilities of references (a) through (d) for the U.S. Navy VI and COMCAM Program and ensure that they are carried out.

(3) Designate a warfare sponsor and a resource sponsor for all Navy VI and COMCAM resources and assets.

e. The CMC shall ensure that all policies, procedural guidance and responsibilities of references (a) and (c) that pertain specifically to the Marine Corps are carried out.


Richard Danzig

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VISUAL INFORMATION (VI) COMBAT CAMERA (COMCAM) DEFINITIONS

Audiovisual (AV) Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for conveying information to, or communicating with, an audience. (See "VI Production" for the definition of all other forms of production.) (DODD 5040.2)

Combat Camera (COMCAM). The acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities. (DODD 5040.4)

Distribution. The VI COMCAM initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.

Doctrine. Fundamental principles by which the military forces or elements thereof guide their actions in support of national objectives. It is authoritative but requires judgment in application. (JCS PUB 1-02)

DoD Component. An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

Imagery. The imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored on a photochemical, electronic, electro-optical, or mechanical medium for the purpose of reference, display, transmission, storage, or distribution to communicate ideas or information. (JCS PUB 1-02)

Information. Any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual forms. (OMB Circular A-130)

Information Resources. Includes both government information and information technology. (OMB Circular A-130)

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Information Technology. The hardware and software operated by a Federal agency or by a contractor of a Federal agency or other organization that processes information on behalf of the Federal government to accomplish a Federal function, regardless of the technology involved, whether computers, telecommunications, or others. It includes automatic data processing equipment as that term is defined in Section 111(a)(2) of the Federal Property and Administrative Services Act of 1949. For the purposes of OMB Circular A-130, automatic data processing and telecommunications activities related to certain critical national security missions, as defined in 44 U.S.C. 3502(2) and 10 U.S.C. 2315, are excluded. (OMB Circular A-130)

Navy Combat Camera Program (COMCAM). A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete, accurate, timely, and accessible visual information records of United States naval military operations and activities for decision making, historical and other uses.

Official VI COMCAM Imagery. All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of VI COMCAM activities, functions, or missions.

Original. The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as VI COMCAM record material.

Operational Documentation (OPDOC). VI COMCAM documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peacetime. (See "VI Documentation").

Permanent VI Record Material. Those VI COMCAM products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI COMCAM products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the

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state-of-the-art; and/or having current or potential value from an historical perspective.

Photography. The process or art of rendering optical images on sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as x-rays or infrared radiation.

Still Photography. The medium used to record still imagery, including negative and positive images. (DODD 5040.2)

Technical Documentation (TECDOC). VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery. (DODD 5040.2)

Visual Information (VI). Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes. (DODD 5040.2)

Visual Information System. Equipment or a group of equipment components (including Interactive Video Disc and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

VI COMCAM Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

- a. expose and process original photography;
- b. record, distribute, and broadcast electronically (video and audio);
- c. reproduce or acquire VI products;

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- d. provide VI services;
- e. distribute or preserve VI products;
- f. prepare graphic artwork;
- g. fabricate VI aids, models, and displays;
- h. provide presentation services or manage any of these activities. (DODD 5040.2)

VI Distribution. The cataloging and distribution process of the central distribution activities and the loan operations of field VI libraries. (DODD 5040.2)

VI Documentation (VIDOC). Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC. (DODD 5040.2)

VI Equipment

a. Production. Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still, motion picture and video cameras; editing equipment, telecine equipment, audiotape and cassette duplicators; computer generated graphics systems; film and paper processing equipment photographic printers.

b. Non-production. Items used to maintain, repair, store, retrieve, exhibit or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; interactive video equipment; slide, film strip; motion picture, overhead, opaque and video projectors.

c. Other. When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

VI Functions. The individual VI processes of photography, videography, graphic arts, VI production, duplication,

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distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

VI Management Office (VIMO). A staff office at the CNO, major claimant (MCVIMO), major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

VI Production. The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as "AV production." Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency. (DODD 5040.2)

VI Products. VI COMCAM media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), audio and video recordings (tape or disc), graphic arts (including computer generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately. (DODD 5040.2)

VI Records. VI COMCAM materials, regardless of format, and related textual records produced by the VI COMCAM programs.

VI Records Center. A facility, sometimes specially designed and constructed, for the low-cost and efficient storage and referencing of semi-current records pending their ultimate disposition. (DODD 5040.2)

VI Resources. The personnel, facilities, equipment, products, budgets, and supplies which comprise the VI and COMCAM program.

VI Services. Those actions through the VI COMCAM program that:

- a. Result in obtaining a VI product;

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b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;

c. Support existing VI products such as distribution and records center operations;

d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

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